

ABSTRACT OF THE DISCLOSURE

An electronic open market system for preventing  
contents from being stale, for eliminating differences in an  
amount of available information, and for eliminating  
5 obstacles to computer system linkages, by means of a method,  
comprising the steps of: (a) storing public data enabled to  
be viewed by standardizing attribute information about the  
same products (or services) supplied by a plurality of  
suppliers so as to compare the information with each other  
10 and non-public data including transaction rules set for each  
combination of a supplier and a buyer as a database for an  
agent; (b) the buyer's reading and viewing the public data  
from the database via a data communication network to select  
a desired product and to apply to the agent for a transaction  
15 of the selected product; (c) the agent's reading the  
transaction rules depending upon the buyer having applied for  
the transaction from the non-public data, making estimates,  
and presenting them to the buyer; (d) the buyer's determining  
a supplier and purchase conditions on the basis of the  
20 estimates presented; and (e) the agent's carrying out  
ordering procedures for the buyer and the supplier on the  
basis of the determined purchase conditions.